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**EXPLORE**

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## **“CUSTOMER IS THE KING” - A FACT OR MYTH? AN EMPIRICAL RESEARCH BASED ON BENGALURU**

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### **ABSTRACT**

With the advancement of modern technology and social media in hand, Indian customers are becoming more informed about their need and want. They scout around for best product, brand, quality, service support and above all great experience. Marketing has thus, undergone a paradigm shift and has become more challenging. This exploratory study is aimed to-

- Are Indian customers treated like king? How far they are happy and prefer to stay with current organization?
- How far Indian companies have shifted their focus from being product-centric to customer-centric?

This research is planned to use scheduler method with judgmental sampling. An empirical study will be done with the data collected by intensive interview of Bengaluru customers across genders income groups and product/ service. Also, the research would be based on extensive literature review and secondary data sources about customers' experiences shared in social media.

**Keywords:** Customer is the King, Customer-centric, Service encounters.